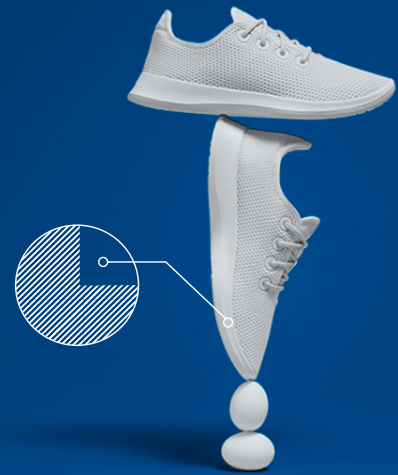


# How Allbirds uses SurveyMonkey Audience to fuel its explosive brand growth



Allbirds uses SurveyMonkey Audience to track the meteoric rise of its brand across multiple countries—and to explore consumer behavior and pricing in new markets to ensure that wherever it expands to next, it lands on its feet.



**14k+ responses collected in one year of research**



**Continuous brand trackers running in key markets**



**Global consumer and pricing benchmark studies**

## THE SITUATION

### Keeping up with rapid brand expansion

In the sneaker industry, brand is everything. Nobody knows that better than Allbirds, whose eco-conscious brand propelled it to sell a million pairs of its unique wool sneakers within its first 2 years, expand into 18+ countries, and grow to over 400 employees.

“Our short-term and long-term financial performance is dependent on how strong our brand is,” said Dinesh Gaur, director of analytics at Allbirds. “We see there’s a clear correlation between brand awareness and hard financial metrics like sales and conversions.”

Since Allbirds’s brand is so important to its success, it’s critical that Gaur keeps a close eye on the company’s brand health. And it becomes all the more important as the company expands to new markets, where the relationship between brand awareness and sales is only more important.

## THE ANSWER

### Building an agile market research program

When Allbirds first launched, it used a third-party research agency to track its brand health, but Gaur found that arrangement to be expensive, slow, and unwieldy.



**Dinesh Gaur**  
Director,  
Head of Analytics

Not only was the agency pricey, but it delivered brand tracking reports to Allbirds on a quarterly basis, which didn't give the company enough time to react to the findings of the report. Plus, Gaur needed more control over the process.

**“If we wanted to make small changes to a questionnaire or do additional analysis, we were dependent on the agency to do it for us. Also they just lacked the context behind why the data was moving a certain way in a report. That’s why we choose to use SurveyMonkey Audience.”**

Dinesh Gaur, Director, Head of Analytics, Allbirds

Gaur began using SurveyMonkey Audience to run his own brand tracking program for a fraction of the cost—on his own timeline, and his own terms.

“One distinct advantage SurveyMonkey Audience has given me is to reduce the time to research considerably,” he said. “If I wanted to launch a study in France, I could create and launch the questionnaire in 48 hours, which would have taken weeks with an agency.”

#### THE TAKEAWAY

### Fueling growth with a continuous stream of data

Gaur set up a brand tracker that continuously monitors Allbirds's brand health in key markets, collecting more than 14,000 responses over the course of a year. That means that instead of reading reports every quarter, he can consistently stay up to date and act quickly when issues arise.

Not only does SurveyMonkey Audience help Allbirds stay nimble in the hyper-competitive sneaker industry, but it allows it to get an edge as the team quickly expands into new countries.

Months before entering a new market, Gaur will run benchmarking studies to get a baseline of Allbirds's brand awareness in that market. He explores how different consumer segments perceive Allbirds's brand and what they would expect to pay for products like Allbirds.

The freedom for Gaur to quickly run his own market research studies whenever he wants is critical to Allbirds's success.

“We always have new hypothesis or idea to test, and the speed with which we can do that becomes very important,” he said. “It’s crucial to developing a strong brand that helps us acquire and develop a loyal and profitable customer base.”

**Company**  
Allbirds

**Industry**  
Apparel

**Use case**  
Brand Tracking

**Solution**  
SurveyMonkey Audience